



2018 SPONSORSHIP OPPORTUNITIES



United Way
of East Central Iowa



SPONSORSHIP OPPORTUNITIES

| LEVEL | AMOUNT | OPTIONS (PICK FROM MENU BELOW) | DESCRIPTION |
|-----------------|-----------------|--|--|
| Premier | \$25,000 | <ul style="list-style-type: none"> • 1A: Campaign Sponsor | <ul style="list-style-type: none"> • Underwrite UWECI's annual campaign cost. |
| Platinum | \$10,000 | <ul style="list-style-type: none"> • 2A: Day of Caring • 2B: Game Changers: 2018 in Review | <ul style="list-style-type: none"> • Largest volunteering event in Cedar Rapids. • Celebrate our 104th year and the service and generosity of companies and individuals who make a difference in our community. |
| Gold | \$7,500 | <ul style="list-style-type: none"> • 3A: Day of Caring • 3B: Game Changers: 2018 in Review • 3C: Leadership Giving Events | <ul style="list-style-type: none"> • Largest volunteering event in Cedar Rapids. • Celebrate our 104th year and the service and generosity of companies and individuals who make a difference in our community. • Fund four Leadership Society events: Time for Art, WLI Luncheon, WLI Power of the Purse, and Leadership Thank You Reception. |
| Silver | \$5,000 | <ul style="list-style-type: none"> • 4A: Day of Caring • 4B: Game Changers: 2018 in Review • 4C: Legacy Giving Events | <ul style="list-style-type: none"> • Largest volunteering event in Cedar Rapids. • Celebrate our 104th year and the service and generosity of companies and individuals who make a difference in our community. • Fund receptions for UWECI donors who gave to our Endowment Fund or included UWECI in their estate plans. |
| Bronze | \$2,500 | <ul style="list-style-type: none"> • 5A: Day of Caring • 5B: Game Changers: 2018 in Review • 5C: Legacy Giving Events | <ul style="list-style-type: none"> • Largest volunteering event in Cedar Rapids. • Celebrate our 104th year and the service and generosity of companies and individuals who make a difference in our community. • Fund receptions for UWECI donors who gave to our Endowment Fund or included UWECI in their estate plans. |



BENEFITS

| RECOGNITION | PREMIER | PLATINUM | GOLD | SILVER | BRONZE |
|---|-------------------------|--------------------------|-------------------------|-------------------------|-----------------------|
| United Way digital & print media | ❖ | ❖ | ❖ | ❖ | ❖ |
| Logo in You Make a Difference monthly newsletter | 6 months | 4 months | 3 months | 2 months | 1 month |
| Acknowledgment at event(s) | ❖ | ❖ | ❖ | ❖ | ❖ |
| Seats/tickets at sponsored event(s) | 20 seats/ 10 tickets | 8–10 seats/ 5 tickets | 4–5 seats/ 3 tickets | 2–3 seats/ 2 tickets | 2 seats/ 2 tickets |
| Logo or name in event materials | ❖ | ❖ | ❖ | ❖ | |
| Company highlight in event program | ❖ | ❖ | | | |
| Logo on 1,000+ Live United shirts | ❖ | | | | |
| Five minute speaking opportunity during event program | ❖ | | | | |
| Company promo item at event | ❖ | | | | |



GAME CHANGERS

| AMOUNT | DETAILS |
|---------------------------------|--|
| \$8,500 (8 available) | 6A: Loaned Executive (LE) Program: Allows United Way to efficiently conduct the annual campaign. Each fall, United Way trains a mix of loaned and sponsored professionals to conduct hundreds of workplace campaigns. Each LE receives a portfolio, and their duties include public speaking, networking, communication, organizing presentations and company events, and collecting and reporting contributions. |
| \$5,000 (1 available) | 6B: Board Leadership Training Series: Help prepare our community's future leaders and board members. |
| \$1,000 (3 available) | 6C: Community Condition Reports: Logo featured on 2–3 reports about the condition of our community. Posted on UWECI's website and distributed to community partners, committees, volunteers, donors, and advocates. |
| \$500 (unlimited) | 6D: Day of Caring Shirts: We will feature your logo on the back of more than 1,000 shirts worn at volunteer projects around East Central Iowa. |

UNITED WAY 2-1-1

| DETAILS | 7A: PLATINUM \$10,000 | 7B: GOLD \$5,000 | 7C: SILVER \$2,500 | 7D: BRONZE \$1,000 |
|---|--------------------------|---------------------|-----------------------|-----------------------|
| Sponsor one day of 2-1-1 service | ❖ | ❖ | ❖ | ❖ |
| 2-1-1 website resource guide | ❖ | ❖ | ❖ | |
| Disaster preparedness and recovery | ❖ | ❖ | | |
| 2-1-1 website exclusive sponsor | ❖ | | | |
| BENEFITS | | | | |
| Logo and/or name in 2-1-1 annual report | ❖ | ❖ | ❖ | ❖ |
| Access to 2-1-1 Counts data | ❖ | ❖ | ❖ | |
| Logo and/or name on print materials | ❖ | ❖ | | |
| Logo on 2-1-1 website (30,000+ database searches/year) | ❖ | | | |



VOLUNTEER INCOME TAX ASSISTANCE (VITA)

| DETAILS | 8A: PREMIER \$25,000 | 8B: PLATINUM \$10,000 | 8C: GOLD \$5,000 | 8D: SILVER \$2,500 | 8E: BRONZE \$1,000 |
|---|-------------------------|--------------------------|---------------------|-----------------------|-----------------------|
| Sponsor of VITA training | ❖ | ❖ | ❖ | ❖ | ❖ |
| Sponsor of one VITA dropoff site | ❖ | ❖ | ❖ | ❖ | |
| Sponsor of one VITA site | ❖ | ❖ | | | |
| Sponsor of entire VITA tax season | ❖ | | | | |
| BENEFITS | | | | | |
| Logo and/or name in annual report | ❖ | ❖ | ❖ | ❖ | ❖ |
| Logo and/or name at VITA celebration dinner | ❖ | ❖ | ❖ | ❖ | ❖ |
| Logo on VITA webpage (5,000 views/month) | ❖ | ❖ | ❖ | ❖ | |
| Logo and/or name on signage | ❖ | ❖ | ❖ | ❖ | |
| Logo and/or name on print materials | ❖ | ❖ | | | |
| Logo on nearly 100 volunteers' shirts | ❖ | | | | |

VOLUNTEER ENGAGEMENT

| BENEFITS | 9A: PLATINUM \$10,000 | 9B: GOLD \$5,000 | 9C: SILVER \$2,500 | 9D: BRONZE \$1,000 |
|---|--------------------------|---------------------|-----------------------|-----------------------|
| Workplace Volunteer Council (WVC) membership | ❖ | ❖ | ❖ | ❖ |
| Inclusion on WVC webpage | ❖ | ❖ | ❖ | ❖ |
| Customized year-round volunteer projects (up to 25 volunteers) | 4 | 3 | 2 | 1 |
| Logo in You are the Handraisers monthly newsletter | 6 months | 4 months | 3 months | 2 months |
| Complimentary tickets to Time for Art: A Celebration of Volunteers | 5 tickets | 3 tickets | 2 tickets | |
| One-on-one consulting to develop an employee volunteer program (two one-hour sessions) | ❖ | ❖ | | |
| Volunteer Lunch and Learns (two per year) about social and community assessment reports | ❖ | ❖ | | |
| Assist with developing a retiree program and tracking volunteer efforts of retirees | ❖ | | | |



FOR ADDITIONAL INFORMATION, PLEASE CONTACT:



Destiny Hastings
Annual Campaign Manager
destiny.hastings@uweci.org
319-398-5372 ext. 811



Carole Dzingle
Annual Campaign Coordinator
carole.dzingle@uweci.org
319-398-5372 ext. 819

SPONSORSHIP INTEREST FORM

Complete this form to request sponsorship(s) and send to Carole Dzingle:

317 7th Ave SE, Suite 401
Cedar Rapids, IA 52401 **OR** carole.dzingle@uweci.org

Company Name _____

Title/Position _____

First and Last Name _____

Email Address _____

Phone Number _____

Sponsorship Selection(s)

Mark all sponsorships you are interested in. Find sponsorship codes before each sponsorship name pages 2–6.

- | | |
|--|--|
| <input type="checkbox"/> 1 <input type="radio"/> A | <input type="checkbox"/> 6 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D |
| <input type="checkbox"/> 2 <input type="radio"/> A <input type="radio"/> B | <input type="checkbox"/> 7 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D |
| <input type="checkbox"/> 3 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C | <input type="checkbox"/> 8 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D <input type="radio"/> E |
| <input type="checkbox"/> 4 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C | <input type="checkbox"/> 9 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C <input type="radio"/> D |
| <input type="checkbox"/> 5 <input type="radio"/> A <input type="radio"/> B <input type="radio"/> C | |



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